

THE CANADIAN INDEPENDENT

OFFICIAL
ORGAN
OF THE
INDEPENDENT
THEATRES
ASSOCIATION

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AUSTRALIAN INDIES FORM POWERFUL UNIT

EDIT VIEWS

IN THIS YEAR OF OUR LORD

To the glory of mankind be it said that men have always been found willing to die for the truth.

To the shame of mankind be it said that men have ever been ready to kill for what they think is the truth.

It behooves us periodically to pause and ask what is this abstract thing, the Truth, that engenders such profound passions; the passion for self-sacrifice on the right side of the shield, and the passion for murder and destruction on the wrong side.

The most puzzling thing about truth is, that it is manifold. It exists everywhere and in everything. The world is full of fragments of it scattered about like the odd bits of a jigsaw puzzle. Man's search after truth, the whole truth, is comparable to his search for God. It is a desire to put the puzzle together, to answer the riddle of the universe, to see God, to reach infinity. Such is the glorious, the passionate quest of life!

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How is it then, that on such a mission, in such a cause, man so often turns the wrong side of the shield to the world and becomes a killing monster, a blood-lustful murderer willing to bathe his fellow men and their mothers and children in the blood of human sacrifice?

Sometimes this is done for selfish ends, for gain, but most frequently it is done in the name of Truth. Most

(Continued on Page 2)

Para. Buyers' Strike Declared Unlawful Combine

Three Philadelphia judges established a precedent in the decision rendered against organized exhibitors who conducted a buyers strike and boycott against Paramount product.

These judges, sitting in the U.S. Circuit Court of Appeals, held that the strike was a violation of the Sherman anti-trust act, thus reversing the previous finding of the trial court, and making a temporary injunction permanent.

The appeal in this case was pushed by Paramount in spite of the amicable settling of the Philadelphia strike in the interim. This decision against UMPTO of Philadelphia now becomes the law of the land and makes it il-

(Continued on Page 2)

N.Y. Indies Arm Against M.G.M. Air Show

The New York independent exhibitors are forming themselves into battle array over the loss of Thursday night box-office due, they claim, to the MGM General Foods radio show. Income has fallen off so drastically on that night since this broadcast was instituted that there is a serious proposal afoot to close motion picture theatres in the New York area on Thursday nights. Harry Brandt, president of the I T O of New York has called a meeting to consider a possible closing or other means of demonstrating the seriousness of the situation. He estimated that the business in his own circuit was off 50 per cent

(Continued on Page 2)

New organization of 380 Independents with secret By-Laws for exhibitor protection formed in Sydney, Australia

O. R. Harvey, Managing Director Of Dominion Sound, Passes

Montreal, Que.

As we go to press, word has reached us of the sudden death of Mr. O. R. Harvey, general manager of Dominion Sound Equipments Ltd. on Friday, December 24, resulting from a sudden heart attack.

Mr. Harvey has been head of his company since its inception and will be mourned by his many friends in the motion picture industry. His funeral took place on Friday, December 27.

Abram Meyers Flays Radio Producer Competitors

Abram Meyers of Allied, speaking before the Ohio convention of the I T A on the subject of radio competition, flayed producers who undermine the very business they should be seeking to promote. He said in part:

"Why an industry which depends for its revenue on theatre admissions should deliberately support a rival form of entertainment which encourages the public to remain away from the theatres is beyond comprehension.

"I hope all exhibitors will

(Continued on Page 3)

The newly organized M.P.E.A. of Australia, consisting of 380 members will make one of the most powerful exhibitor bodies now operative. This new group will begin to function sometime in January. It is said that besides handling internal problems of the trade, it is preparing to develop lobbies which will protect the amusement field from excessive taxation and government intervention. Also that all labor disputes will be arbitrated by the Board of Directors and its decisions shall be binding on all members. The operation of this powerfully organized group is sanctioned by the commonwealth courts of Australia.

Mae Stirs Up Legion Of Decency

The recent "Garden of Eden" radio broadcast by Mae West, will not be continued according to the advertising company responsible for the first broadcast. It made apology immediately afterward "it was a mistake, and the same mistake will not be made again."

As a result of this broadcast the Legion of Decency has announced its intention of becoming active in radio.

Current Hits

Nothing Sacred.
Damsel In Distress.
Second Honeymoon.
Navy Blue and Gold.
Stage Door.

THE CANADIAN INDEPENDENT

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EDIT VIEWS

(Continued from Page 1)

wars are mistakenly regarded as holy crusades fought for ideals, for principles, for God, for the Truth. The muddle seems to spring from the fact that man, in his pursuit after absolute truth, has only the use of his finite senses. He is not equipped to see the whole truth, therefore every splinter and fragment that he finds seems to him to be the whole answer, seems to fill his whole universe. He is willing, on the basis of his limited, weak perceptions, to either sacrifice himself or to turn on others who deny his God, his Truth, and sacrifice them.

The parable of the three blind men who met an elephant on their travels and stopped to investigate the phenomena, illustrates the limitations under which man functions and his foolhardy willingness to defend with his own or other men's lives his conclusions based on faulty, partial observations.

Each blind man reaches out to touch this strange obstruction in the road. One touched the elephant's tail and cried out, "this thing is very like a rope." The second blind man, who had hold of the creature's leg said, "Oh no. The thing is like unto the trunk of a tree." Whereupon the third blind man, who was feeling the side of the animal with both hands said, "You are both wrong. This thing is like a great wall." Then they fell to arguing among

themselves, abusing each other and finally ended up by beating each other.

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Occasionally a superman comes along with vision great enough to see a larger section of the truth than is given to most men to see. If such a gifted one has also the power to make other men see what he perceives, he becomes a great leader, or a prophet.

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Now, at this holiday season, we are celebrating the birthday of such a prophet. Christ was able to envision the brotherhood of man, the wholeness and the oneness of life, the unity that binds all men from a common beginning to a common fate. But lamentably enough, the Christian civilization that he inspired, after nearly two thousand years of practicing Christianity, is still very inexperienced in its tenets. It is still in need of a great deal of practice.

Differences of race and ideology are being emphasized to the point of persecution and murder. The perpetration of diabolically fiendish wars waged against the weak and defenceless is a denial of the brotherhood of man asserted by Christ. These crimes are committed today under the banner of Nationalism which is a reaffirming of the differences between races and nations. This is the exact opposite of Christ's conception of unity.

This outlaw paganism rampant in the midst of a Christian civilization, and being tolerated by it, is an insult in the face of the great creativeness that fathered and mothered all the races and all the nations. It is a breaking up of the whole truth into its component parts and each part seeking to be the whole and to deny all of the other parts to the point of obliteration.

With forces pitted against each other so ruthlessly, the warnings of the so-called alarmists may yet be justified. Pushed to its logical conclusion, the pagan destructive force loose in the world today, may bring about a war of mutual ex-

Hays Says U.S.
Distrib. Won't Quit
Italy And Germany

The American film distributors have no intention of quitting the German and Italian market, according to Will Hays, in spite of the fact that they are permitted to take out less money from these countries than it cost to maintain the foreign business offices. It is intimated that New York banking interests will not permit the withdrawal.

termination.

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But fortunately man is not altogether a logical being, and hitherto, somewhere along the road toward the precipice, the instinct for preservation has turned him from the path of destruction and set his feet again on the upward path of evolution, his hands to creative effort and his imagination to the searching for a greater truth than he had hitherto known.

It is our faith in the innate sanity of man that we wish to affirm at this time when all men will be mouthing the formula "Peace on earth, goodwill to men."

We should pray for a miracle to galvanize these beautiful words into life again, to resurrect them from the dead formalism of routine ritual into a potent reality in this year of our Lord 1938.

MGM SHOW

(Continued from Page 1)

on the night in question. Mr. Brandt admitted that part of the falling off was due to a general business recession and part to cold weather, but said that, there was no doubt at all that it was largely due to air competition offering free entertainment as against paid shows at the theatre. It was his opinion that the earnings of the Loew theatres would also show the effects of the tapering off on Thursday nights and that in the last analysis MGM would have to choose between the theatre business and radio work. The Cocalis people have registered a strenuous kick to the Loew offices claiming a 20-25 percent falling off of business on Thursday nights in all of their theatres, and a corresponding 25 per cent drop from the Thursdays of a year ago. Many other independent circuits have produced figures showing the same drastic drop in Thursday business.

PARA. STRIKE DECLARED
"COMBINE"

(Continued from Page 1)

legal for exhibitors to organize for reprisals in what they consider "unfair" business conduct on the part of distributors. The strike and boycott were a result of pictures withheld from delivery on the Paramount 1936-37 schedule.



PRODUCTS

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PATRONIZE THE ADVERTISERS WHO MAINTAIN IT.

Goldwyn-Korda-U.A. Deal Off

The deal whereby Samuel Goldwyn and Alexander Korda were to buy up the Chaplin-Fairbanks-Pickford holdings in United Artists was definitely called off, and the option held for the purchase turned in.

There was no financial hitch in this deal as the British money spoken for was ready and willing. The statement signed by Goldwyn and Korda was to the effect that "owing to insurmountable legal complications, we have decided not to exercise our option."

The low-down in the "insurmountable obstacles" seems to be the insistence by Mary Pickford and Douglas Fairbanks that they retain the rights under their existing contract with U.A. for the release of six pictures each, either made by them or by others designated by them. Charlie Chaplin was willing to cancel all releasing privileges of cash for his stock.

MEYERS ON AIR COMPETITION

(Continued from Page 1)

try to ascertain as far as possible the effect, if any, that these broadcasts are having on their business. If it is appreciable, it should be made the basis of demands for adjustments on their contracts. Also, if it can be shown that these broadcasts are costing the industry money, it may be that other producers will be deferred from engaging therein.

"Of course, there is no way of computing the indirect loss of the industry resulting from the diminish-

U.S. Indies To Form Distrib-Producing Unit

Tired of the kicking-around they have been getting on subsequent dates of important product, an important group of American independents are said to be organizing their own production-distribution outfit for better servicing their own theatres.

In this group are such names as the Brandts of New York, operating a chain of 90 houses; Martin Talheimer, of Richmond, Va., with a circuit of 30 theatres; Frank Durkee, of Baltimore, who operates 25 theatres; Al Steffes, with his 40 houses; Jensen and Von Herberg with 30; McNeil and Naify with a string of 80 in California; J. Blumenfeld with 20; Eddie Ansin and Harold Stoneman who operate the Interstate Circuit on the east coast consisting of 40 theatres, and others.

The theatres represented by these holdings are in many instances better located and equipped than the theatres of distributor-owned chains and in a position and willing to pay good prices for early releases in pictures, but are up against the situation of taking subsequent runs whether they like it or not. They have decided not to like it, and are proceeding with plans for forming their own production and distribution unit to properly service their theatres.

ed lustre of certain stars, due to their faulty performances in a new and untried medium. Turn on your radio some Thursday night, in case you don't catch my meaning."

BETTER LIGHT means BETTER BOX OFFICE



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used in leading
SPORTS ARENAS
and
THEATRES
throughout
Canada.

MADE IN

CANADA

Britain Unbalanced Film Trade Bleeds Country

Oliver Stanley, president of the London Board of Trade has presented figures showing that Great Britain spends \$25,000,000 more annually for foreign films, than she receives from the sale of her films in the world market.

Foreign distributors are taking \$30,000,000 per year out of the British market in film revenues, while only \$5,000,000 is received by Great Britain from her film sales abroad.

This is the situation that the much-mooted Quota Bill is seeking to remedy.

"Firefly" Gets Nov. Blue Ribbon

Metro's 'The Firefly' was awarded the November National Screen Council Blue Ribbon as the best picture for whole-family entertainment.

ITALY BANS PRIZE FILM

The French film "La Grande Illusion" which received one of the highest awards of merit at the Venice exposition, has been banned by the Government for Italian release.

Perhaps it is the grand illusion that merit is either wanted or appreciated in the twisted world of politics

TO YOU OUR VALUED FRIENDS, WE SEND A FRIENDLY THOUGHT, AND A WISH SINCERE,
FOR A MOST HAPPY NEW YEAR.

KAPLAN & SPRACHMAN
ARCHITECTS

Cochrane Resigns From Universal Pix.

P. D. Cochrane, director of publicity, advertising and exploitation for over ten years, has resigned his post at Universal Pictures without announcing future plans.

John E. Josephs, advertising director of the Chicago division of RKO is said to be headed for the vacant post.

Catholics Renew Decency Pledge

Millions of Catholics were asked to renew their Legion of Decency pledges at masses held December 12. The pledge was read by the priests from their pulpits while the congregations stood up to take the pledge for another year. It binds members to absent themselves from any pictures with immoral themes or that glorify crime or criminals; also that members will not patronize any theatre that shows immoral or crime pictures.

for Theatre
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The Movie Magnate Orders Lunch

We won't talk business over the food, Mr. Ogilvie, but I assure you I'll be glad to purchase the rights to your novel—that is, if we can agree on a few unimportant changes, like a less tragic ending and the girl's part to be made the big one, so that Luta Logan can play it, and maybe you could work in a fat comedy part for Joe Bannick, and the title, of course, has got to be entirely different and —

Well, Henri, what's good today? Let's see. I'll start with chicken consommé. Only tell the chef to leave out the chicken and put plenty of tomato in it. I haven't seen many people going in for chicken this year. Except for that, I want just the same as usual. Wait, though. Tell him to thicken it up with barley and flour dumplings. And add a dash of bitters and an olive.

Now for the fish course. We'll have the broiled lake trout, Henri. And say, I have an idea! We'll just make a slight change in that by substituting lobster for the lake trout. Lobster is sure-fire. It got a big hand from our grandfathers and it's just as good today. Tell the chef to broil 'em in deep fat. I've tasted doughnuts made in deep fat, and it's a wonderful way of cooking. If he'll add just a few sliced pimentos and some grated cheese. Boy, grated cheese is good on macaroni, so we'll try it on this — we'll have some broiled lake trout that'll make your mouth water.

But what I really come here for, Mr. Ogilvie, is the prime ribs (au jus). That's what the chef's famous for. — Tell him to cut me a nice thin slice, Henri. Well done. — You'll love it, Mr. Ogilvie. It's the perfection of beef! It wouldn't be possible to make an improvement on — Wait, Henri! I have just one suggestion. Have him cut it into small squares, roll them in cracker crumbs, and fry them in — What's Mr.

Season's Greetings



Grand National Films LIMITED

VANCOUVER, B.C. CALGARY, ALTA. WINNIPEG, MAN.
TORONTO, ONT. MONTREAL, QUE. ST. JOHN N.B.

Soosmeyer having at the next table? . . . Boiled potatoes? And how's Miss Molani's spinach prepared? . . . That's boiled too? All right, Henri; tell him to roll them in cracker crumbs and boil them. . . .

Who did you say is coming after me, Henri? The chef? With a carving knife? Tell him not to use a carving knife, Henri. All the murders this year are being committed with — Help! Help! — Jerome Barry.

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Editorial Shifts

Martin Quigley, editor-in-chief of the M. P. Daily announced the appointment of A. M. Vogel as editor of his paper, to succeed Maurice Kann who has resigned the post to join Mr. Ben Shlyen, publisher of Boxoffice. Mr. Kann will be associate publisher and editor-in-chief of Boxoffice.

20th Century Canadian Biz At Peak

James P. O'Loughlin, Canadian district manager for 20th Century Fox, made the statement that this has been the Company's biggest year in his territory.

Mr. O'Loughlin will be leaving for a West Indies vacation cruise the first week in January.

"The Light That Failed"

William A. Wellman will direct Rudyard Kipling's classic story "The Light That Failed," with Ray Milland portraying the central character of the drama.

Paramount has a script of "The Light That Failed" all ready for production; a script that was personally read and annotated by the late Rudyard Kipling before his death. At that time the story was being prepared for Gary Cooper.

20th Century and Famous Test Canadian Copyright Act

Famous Players Canadian Corp. and 20th Century Fox Corp. Ltd. are said to be appealing a decision of the Dominion Court which granted Frances Day and Hunter Ltd. an award of \$1,046.35.

Action was taken for the use of the title "The Man Who Broke the Bank at Monte Carlo" for a motion picture distributed in Canada.

Edwin P. Kilroe, counsel for 20th Century-Fox is said to have offered \$1,000,000 in settlement before the award was given. The purpose of the appeal is to test the strength of the Canadian Copyright law made in 1931 which grants protection to a title, as part of the work if the article is original and distinctive.

Chicago Attempts To Outlaw Duals

An attempt to outlaw dual bills by city ordinance is being made in Chicago. Alderman A.C. Lindell has been appointed chairman of a council committee to draft a measure making it unlawful for a theatre to play two features on a single program. Hearing on this bill will begin at once.

Ban On "Spain" Lifted

Judge Louis C. Levinthal of Philadelphia ordered lifted the ban placed on "Spain in Flames" by the Pennsylvania Board of Censors.

The ban was invoked nearly a year ago when Governor Earle declared the picture to be Loyalist recruiting propaganda.

The subsequent ruling of the Court was to the effect that suppression of a picture of "current events" was comparable to the suppression of the right of free speech. Judge Levinthal, in a much-applauded judgment expressed the fear that censorship invoked to curb our enemies opinions today may be used tomorrow to suppress our own most cherished convictions.

Columbia Opens Prod. Offices In British Columbia

Columbia Pictures Inc. has opened offices in the Empress Hotel, Victoria, B. C. with Jack Fier in charge, preparatory to furthering plans for quota production of pictures with Central Films Ltd. Two screen plays by a Canadian are said to be in present preparation. Central Films is adding another studio to the two-year old Willows erected for Canadian quota pictures.

CBC Hooks Up With Jello

23 stations on the Canadian Broadcasting Corp. network will be linked with the Jack Benny-Jello series on Jan. 2. This makes it the biggest hookup enjoyed by any radio program.

Joint Trade Practice Meet Postponed

Ed Kuykendall, President of the Motion Picture Theatre Owners Association of the U. S. has set back the hopes for an united front meeting of all independent organizations to enact a trade practice program to be later endorsed by distributors.

Mr. Kuykendall let it be known that they would not be available for such a meeting, until after the first of the year.

Mr. Harry Brandt, head of the ITO of New York, who initiated the move to eliminate trade practice abuses by means of a concerted move, was informed of the postponement, after Mr. Kuykendall had accepted an invitation to attend the joint meeting set for December 14.

Mr. Nathan Yamins president of National Allied, has shown a greater willingness to co-operate than has Mr. Kuykendall.

It will be recalled that Mr. Kuykendall has been working on his own organization's 10-point program for some time. It is thought unlikely by other members of his organization that an united front will be achieved, or that the president will be in a position to commit his organization to the proposed Brandt program.

BUILDING NEWS

The new Somerset theatre, Ottawa, will have its gala opening on New Year's eve with "Vogues of 1938." The Somerset is a 750-seat, thoroughly modern house, owned by Mr. H. Berlin of Ottawa and will be operated by his son. Mr. Henry Falk, well-known Toronto builder, who recently completed the Elgin theatre, Ottawa, was in charge of construction.

The Capitol theatre, Winnipeg, closed for a general overhauling, was re-opened on Dec. 18.

The Imperial theatre, Toronto, Famous Players' first-run downtown house, was thoroughly renovated and re-equipped for a Christmas eve re-opening.

The Orpheum Theatre, Montreal, has raised its admission prices since refurnishing and booking United Artists' product first-run.

The Brock and Kenwood theatres, Toronto, formerly owned and operated by Sam Lent, have been taken over by the 20th Century Theatres Ltd.

The Belmont theatre, College St. Toronto, was closed on Dec. 20.

Preview of "Old Chicago" Colossal

The new 20th Century-Fox picture "In Old Chicago," produced by Darryl Zanuck has been previewed to the wild acclaims of the beholders.

It is predicted that the picture will gross \$5,000,000.

The spectacle of the burning of the city at a cost of half a million dollars, is said to be one of the most impressive scenes yet filmed. Reports are that the picture is great even without benefit of this spectacle.

WISHING OUR MANY FRIENDS
THE COMPLIMENTS OF THE SEASON



Exhibitors Booking Association

N. A. TAYLOR

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The Season's Greetings

MR. J. I. ENGLISH
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GREETINGS OF THE SEASON

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TWICE TOLD TALES

The exploitation manager of a major company sent a representative to Washington the other day to exploit a flop picture. Upon his arrival at the Capitol, the p.a. wired his boss: "We opened against 'Nothing Sacred' and nobody will come to see our picture. What shall I do?" "Go to see 'Nothing Sacred,'" responded the chief.

* * *

And talking of Germany, Mr. Hitler might be amused, or surprised, if he attended a showing of "Lancer Spy." Most of the German spy roles in the picture are played by non-Aryans—notably Maurice Moskovitch, Joseph Schildkraut and Luther Adler—all of whom received their early acting training on the Yiddish stage.

* * *

A studio wardrobe girl said that ex-strip-teaser Gipsy Rose Lee required more time to dress than any other actress on the lot. "No wonder," said another, "she hasn't had much practice."

* * *

It is little wonder that there is so much domestic fiction amongst movie stars. They are not taught to kiss and make up, but to make up and kiss.

And Frank Nugent, Times dram-appraiser, headed his list of things to be thankful for: "... The fact that the Ritz Brothers aren't quinquets."

* * *

One thousand years of what the west calls effective living will ruin any nation, says Dr. Lin Yutang, adding that "in the west the insane are so many that they are put in asylums; in China so unusual that we worship them." Over here insanity is worshipped only if it comes from Hollywood.

* * *

And then there was a quickie producer put on a mammoth production. For the mob scenes he used the star's ex-husbands.

* * *

Scenarist Helen Meinardi asked a quickie writer why he always made three carbon copies of his stories. "Because," he said, "I change the title on the carbon copies and then I have three stories instead of one."

* * *

They're telling this one of a local warbler: One guest at one of those musical soirees remarked: "But she sings out of key! Another guest agreed, but said the singer was deaf, so she couldn't hear she was off-key. "Maybe then," suggested the first, "we could tell her that the song is over . . . ?"

DIGEST of REVIEWS

UNITED ARTISTS

NOTHING SACRED—

A technicolor picture starring Carol Lombard and Frederick March in a grand satire from start to finish. The story is built on comedy with an entirely new twist. Picture should be headed for big business.

52ND STREET—

It misses due to lack of story material. However, it boasts some swell individual entertainment, and Kenny Baker's name is worth playing up. Do not expect the usual U. A. smash returns on this one.

COLUMBIA

SHE MARRIED AN ARTIST—

John Boles and Luli Deste in a very pleasing comedy. An artist and a dress designer shake up a matrimonial cocktail with a big dash of artistic temperament. The mixture has plenty of fizz and sparkle. John Boles has never been better.

THE SHADOW—

Grade B formula murder mystery with a circus background. It will keep them guessing and the answer will surprise. Good as a second.

PARAMOUNT

WELLS FARGO—

An excellent historic epic dealing with the opening of the middle and far west of the U. S. by express communications. Drama is here interwoven with realistic incident to make a satisfying picture. Joel McCrae and Frances Dee carry the leads well and Bob Burns and his Indian Man-Friday supply the homely comedy.

EMPIRE-UNIVERSAL

MANHATTAN MERRY-GO-ROUND—

Although packed with radio names and evidence of heroic efforts to be entertaining, it nevertheless misses badly and can only be classed as B fare. The song numbers are good.

WARNER BROS.

TOVARICH—

Claudette Colbert, Charles Boyer and Basil Rathbone, together with an excellent supporting cast, combine to give an evening's REAL ENTERTAINMENT that rings the bell in a big way.

EVIDENCE—

A grade B murder story with wrong man going to jail until proper evidence is secured to vindicate him. Lacks draw names.

EXPENSIVE HUSBANDS—

Another grade B picture. This one about a movie queen who purchases a title to help make a stage comeback, but returns to her homesup husband in the end.

REGAL

BEG, BORROW OR STEAL—

This Metro programmer with an all-star comedy cast emerges as light entertainment that will please generally.

CONQUEST—

Garbo and Boyer score in this picturization of the affair of Napoleon and Marie Walewska. This is a grade A, head-of-the-list production.

NAVY BLUE AND GOLD—

Here is a swell navy football story containing plenty of laughs, and a capable cast headed by Robt. Young, Tom Brown, Lionel Barrymore and James Stewart. Will satisfy generally.

For BETTER SOUND

INSTALL

C.T.R. SOUND EQUIPMENT

C.T.R. Full-Range Sound System, notable for its matched unit performance, lower operating cost, modern features — "WITH HUSHED BACKGROUND" — "LATEST TYPE SOUND DISTRIBUTION," and high "QUALITY" will improve your sound presentations.

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California Not Affected By Phil. Strike Ruling

The decision of the Philadelphia Circuit Court of Appeals, declaring the Paramount Buyers' Strike illegal under the Sherman anti-trust law, and granting a permanent injunction against independent exhibitors, does not in any way apply to a similar strike now being waged by Los Angeles exhibitors, said counsel William Mosely Jones.

The boycott in Southern California included no picketting or overt act. The suit filed against Paramount by a group of 50 independents claims "unfair releasing practices" and bears little similarity to the case pursued in Philadelphia, said Mr. Jones.

Assured that the legal grounds for the California case are different and in no way affected by the Philadelphia decision, the Los Angeles independents decided to stick by their guns.

Paramount has not yet filed an answer in the action.

Science Finds M. P. Hitler and Russia In Aid In Reading

Harvard University psychology department has perfected a new type of motion picture to help both children and adults in reading.

The new kind of screen book is operated on a 16 mm movie projector and shows a page of white words on a black background. At first the page is dimly lit. Phrases are brightened and become dim as the line of type proceeds at a definite rate of speed.

The skill in following is improved by habit formation, and the tendency of the reader to trace backward to re-read is diminished.

The joint inventors of this film reading method are: Prof. Walter F. Dearborn, director of the Harvard psycho-educational clinic; Dr. Irving H. Anderson, instructor in education, and James R. Brewster, director of the Harvard Film Service.

Hitler and Russia In Ether War

The alleged Russian anti-Nazi propaganda over the air has brought on a Nazi war of reprisal. The German Government is preparing a powerful defensive against word aggressions on the part of Russia.

Ace broadcasters are to send poisoned tidal waves of ether couched in the Russians' own tongue, calculated it is said, to undermine the morale of the Soviet citizenry.

A previous attempt to nullify the Russian air offensive by interference with their wave lengths and signals was not wholly successful.

The interference will be continued, but Hitler is pinning his hope of victory in this ether battle on this new barrage of anti-Soviet propaganda. Aerial battles and poisoned gas take on new meaning in the present political scene.

Of Mice And Men

The Mickey Mouse comic strip was barred from the Jugo-slavian newspaper *Politica* on the grounds that the subject matter of the strip was "rebellious" and "anti-monarchist."

LITTLE PIGS COMING BACK

With the completion at the Walt Disney studios of "Snow White and the Seven Dwarfs," the first full-length animated feature in the history of motion pictures, all hands are concentrating on the production of twenty short subjects. Five of these will star Donald Duck; two will introduce Donald's young nephews, Huey, Dewey and Louie. Two will star Mickey Mouse who will appear in five with his gang, Donald, Pluto and Goofy. First starring short for Goofy will be "Goofy and Elmer."

Seven Silly Symphonies are in production. One of them serves to bring back the three little pigs and the big bad wolf.

SEASON'S GREETINGS

Christmas 1937

New Year 1938



Friendship — that feeling which makes one want to set aside business long enough to wish one's friends Health, Happiness and Good Fortune — has prompted this greeting. With it goes the sincere hope that the New Year may bring you all three in abundance.



**CANADIAN NATIONAL CARBON COMPANY
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CARBON SALES DIVISION

Toronto

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21 DUNDAS SQ.

TORONTO

Two Hits Per Month Pledge of Film Head

Barney Balaban, president of Paramount Pictures, Inc., before leaving Hollywood recently for his office in New York, pledged screengoers a minimum of two hits a month from Paramount during 1938.

"As a result of viewing pictures already completed or in work, Paramount is in the position of being able to assure two outstanding box-office attractions every month from now on during the balance of the 1937-38 release season, ending in September, 1938.

"Productions viewed are proof to me that Paramount's last half of its releasing season will be even stronger than the first half. Starting with "True Confession," Christmas week we will release a program that includes such sure-fire attractions as 'Wells Fargo,' 'Every Day's a Holiday,' 'Thrill of a Lifetime,' 'The Buccaneer,' 'Romance in the Dark,' 'The Big Broadcast of 1938,' 'Doctor Rythm,' 'Bluebeard's Eighth Wife,' 'Her Jungle Love,' 'College Swing,' 'You and Me' and 'Professor Beware.'

"Mr. Zukor and Mr. LeBaron have planned a most ambitious program for 1938-39. After reviewing these plans with them I am convinced that the 1938-39 program will enable Paramount to continue its upward progress in quality and box-office value."

Hollywood Stars Aid Spanish Children

The Motion Picture Artists' Committee, of which Edward Arnold, Richard Arlen, Sylvia Sidney, Paul Muni, Franchot Tone and Melvyn Douglas are members, have planned an international drive to provide Christmas gifts for the children of war-impooverished Spain.

A special issue of five million stamps, similar to the Red Cross seals, are being sent to motion picture fans requesting star's autographed photos. The proceeds of the sale of these stamps will be used to buy toys, bandages, clothing and other necessities for the innocent war-victims of Loyalist Spain. The stamps, in Christmas colors, will be imprinted "Give to the Spanish Children."

This altogether charitable, humanitarian work was criticized by air-commentator Jimmy Fidler, recently when he coldly stated that as long as there were poor children in the United States, sending money abroad for the alleviation of poverty was unwarranted.

"Chicago" Premiere January 6th

The new Darryl Zanuck spectacle, "In Old Chicago" is set for a Jan. 6 opening at the Astor theatre, New York.

British Film Quota In Trade Conferences

The British Foreign Office has acknowledged receipt of a request from the American Embassy that film quota discussion between the two countries be made part of the forthcoming Trade Agreement conferences.

The proposed Film Bill (Quota Act) now being shaped up by a Standing Committee, and scheduled to go before Parliament for final approval shortly, has been viewed hostilely by American motion picture interests.

Producers and distributors of the U.S. hailed this step on the part of the State Department, and look ahead with considerable relief to a more satisfactory adjustment of the two countries' film relationships than has so far been indicated by the original drafts of the Quota Bill.

FILM STARS CALLED DANGEROUS RADICALS

Frederick March was named as the leader of an alleged communist plot to dominate the Western United States. Ivan F. Cox, ex-secretary-treasurer of the Longshoreman's Union, had brought a \$5,100,000 damage suit against Frederick March, Franchot Tone, Mary Astor, James Cagney, Lionel Stander, Jean Muir and Director Wilhelm Dieterle. The action alleges that the defendants blackened his character and deprived him of the opportunity to earn his living.

Samuel Goldwyn has chosen Fanny Hurst to write the screen play for his big 1938 Musical, tentatively titled "The Great Musical Festival."

Jascho Heifitz, violin virtuoso, has been signed for the picture together with many of the stars and specialty artists of the cast of "The Goldwyn Follies."

*Let Us Be Resolved
In The Year
1938*

The
Independent Theatres Association
21 DUNDAS SQUARE TORONTO

Up-to-the-Minute MOVIE NEWS

"The Thirteen," the new Soviet adventure film, which is having its Canadian premiere at the Garden Theatre, won lavish praise from critics during its run in New York.

Michael Brooke, nee the Earl of Warwick, recently drew his first featured screen role when he went into the cast of "Bulldog Drummond Interferes," now in production with John Barrymore, Louise Campbell and John Howard heading the cast.

Joan Blondell has been borrowed from Warners by Columbia for the lead opposite Melvyn Douglas in "There's Always A Woman," which toplines Mary Astor and Frances Drake.

Planned on a production scale that will bracket it with Frank Lloyd's "Wells Fargo," Paramount will film the epic story of the founding the growth of the Western Union telegraph company it was made known recently by Adolph Zukor.

Martha Raye and John Payne were injured recently in an odd accident caused by giving too much of their art to a comedy scene for Paramount's "College Swing."

When friends applauded John Barrymore's role in "True Confession" and told him that he stole the picture, his answer was "No one steals a picture from Carole Lombard."

With the addition to the cast of Hedda Hopper, Porter Hall and Barlowe Borland, Paramount's "Dangerous to Know" has entered into production with Gail Patrick, Anna May Wong and Akim Tamiroff heading the list of players.

Fritz Lang has been notified that his film, "Fury,"

has been designated by New York University as the "best American film of protest" and as such has been the subject of study in its courses on cinematography.

Myrna Loy has come to an agreement with M G M and has signed up a new long-term contract. She gets a big boost in salary but her desire to do only two pictures a year was over-ruled. Her next one will be "Test Pilot" with Clark Gable and Spencer Tracy.

Katherine Hepburn and Barbara Stanwyck have just signed up again with RKO.

Paramount has exercised six months' options on three of its young contract players. They are Betty Grable, who has just finished a featured role in "Thrill of a Lifetime," Terry Ray and John Payne.

Before her latest picture, "Thrill of a Lifetime," was half finished, Fanchon, Hollywood's only active woman producer of musicals, was given another story to prepare for production, so well did Paramount like her beginning of "Thrill of a Lifetime." Fanchon's next film will be, "On With the Dance."

Frances Farmer realized a life-long ambition to appear on the New York stage recently when Paramount granted the actress a leave of absence to play the feminine lead in Clifford Odets' new Broadway play, "Golden Gloves."

Not On Speaking Terms?

The Berlin reviews on "Ali Baba Goes to Town" made no mention of the star, Eddie Cantor, who is non-Aryan.

Tibbett On Chesterfield Series

Lawrence Tibbett, operatic star, has signed a 13-week contract for the Chesterfield air program conducted by Andre Kostelanetz.

MACHINE GUN USE TABOOED

Ten years ago you could buy a "Tommy" gun via your mail order catalogue for \$264, plus express charges.

Today, not even the movies are allowed to keep them in their arsenals. The gangster's favorite sub-machine gun—often affectionately called a "typewriter," possibly because its deadly chatter resembles that of a typewriter under the fingers of an extra-speed stenographer—was barred for private use.

So what you see in police and gangster pictures today, aren't real "Tommies," but imitations. They're clever, though and they shoot just as well. But they'll shoot only blanks, not bullets—and could not handily be converted by crooks into the real thing. This was explained by a Warner Bros. gun expert between scenes of "A Slight Case of Murder."

All other forms of lethal

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FROM COAST TO COAST

A MERRY CHRISTMAS
AND A
HAPPY NEW YEAR!



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COLOR FILMS AVERT COLDS

When all pictures are made in color, colds may be a thing of the past among Hollywood actors and actresses.

Members of the Warner Bros., "Gold is Where You Find It" company have discovered that since they started working in the technicolor production they have not had a cold. The reason is that the carbon lights used in color pictures give off ultra-violet rays which build up resistance to colds.

weapons used are real, but the Thompson machine guns faithful enough in appearance and even in weight and balance to fool Public Enemy Number One himself! are all faked.



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and

A VERY HAPPY
NEW YEAR



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Personalities



Bulldog Ill Duce Strikes Back! In retaliation for the cold shoulder served to his son, Vittorio, on his recent visit to Hollywood, Mussolini is clamping down on Hollywood product in Italy. A freezeout is, we must admit, going the cold shoulder one better, but when the zero hour approaches in this glacial game, I have a hunch that most of the wise money will be on Hollywood.

o o o

Looking a bit further ahead, the bulldog appellation may be ill-considered. When future archaeologists dig up this specimen from under the glacial strata, the ponderous jawbone is sure to puzzle them considerably. And we fear that the stubborn angle is far more apt to mislead them into suspecting that the owner brayed rather than that he barked. But what a weapon such a jawbone still makes for smiting ones enemies!

o o o

Jeanette MacDonald and Walter Pidgeon worked in "The Girl of the Golden West" for two weeks without meeting, each doing separate scenes in different locations. If the dear public gets wind of how things are, they may begin to suspect that even those long-winded sizzling osculations are only spliced together sections of celluloid and that the endurance records of the top-rung screen lovers are only camera build-ups. Magic hangs by such slender threads.

o o o

John Beal drew so good a picture of Joan Crawford on a cafe tablecloth that Joan bought the cloth and framed the picture. This would also be an excellent method for procuring authentic financial statements. We lay that government tax scouts could do some swell framing by the same method.

o o o

Says the Commissioner of U. S. Federal Communications, "There is danger that radio and movies will make us a nation of grown-up children." And here we were worrying that they weren't even growing up.

o o o

At this, the season of remembering, we would like to extend greetings and commiseration to Richard Barthelmess for the turn of Fate that ended his career so abruptly when a French surgeon, while operating on his eye, severed a nerve controlling the left side of his face.

o o o

Charlie Chaplin and Paulette Goddard have denied that they will seek a divorce. In fact they deny ever having been married. The story went that they were tied by the captain of Charlie's million-dollar yacht "Panacea." Perhaps Charlie has found the Panacea against divorce, in the little trick of omission, the failure to perform the matrimonial rites. Smart man Charlie.

o o o

It seems that Mrs. Leopold Stokowski is rendering up her sacrifice on the much-cluttered Hollywood shrine. Strange that the warm sun and light breezes should be so inimical to the good ship Matrimony, that rides out the sterner storms so gallantly.

o o o

Jimmy Fidler, one of the better Hollywood gab-artists of the air must be of the brand of the Roman Fidler who can carry on merrily in the midst of a conflagration. With typical Nero-nonchalance, he took issue with the charitable work of the M. P. Artist's Committee in providing Christmas cheer for Spanish children. He suggested that charity should begin at home and implied that it should also end there.

U. A. DRIVE

A United Artists national drive for better business begins Jan. 2 to go 13 weeks and to include all of the United States and Canada.

The Campaign will be dubbed "The United Better Business Drive" and will be based on the release of 11 feature pictures that vice-president Schaefer says represent "an unparalleled financial outlay."

General Sales Manager Andy W. Smith Jr. enlarged on the plan that brings every member of the sales force in both the U. S. and Canada into the competition for awards. There will be five national awards to leading district managers, branch managers and salesmen; six bonuses for bookers, and bonuses for every employee of every branch which reaches its quota.

Pictures to figure in the drive are: "The Hurricane," "Action for Slander," "Ad-

SOVIET FILMS GAIN FAVOUR IN U. S.

Mr. V.I. Verlinsky, head of Amkino Corp, announced the release of "Peter The First," the biggest Soviet picture of the year, to open in fourteen key cities on Christmas Eve.

In Canada, Cosmopolitan Films, agent for the Amkino Corp., has set December 27 for the premiere of "The Thirteen" at the Garden Theatre, Toronto. Other Soviet films, available through Cosmopolitan Films are, "Beethoven Concerto," "We Are From Kronstadt," "A Greater Promise," and the short "Violin Competition."

ventures of Marco Polo," "Adventures of Tom Sawyer," "I Met My Love Again," "Divorce of Lady X," "Storm in a Teacup," "The Goldwyn Follies," "The Gayety Girls" "Return of the Scarlet Pimpernel" and "Nothing Sacred."

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